



EXPERIMENT DESIGN

This worksheet will help you surface questions or assumptions, make prototypes that you can present to people for feedback, and gather evidence.



1

Articulate your question

SURFACE AN ASSUMPTION

*What is an important assumption you've made that has to be true for your venture to work?
Hint: Look at your Venture Story Madlib.*

TURN THE ASSUMPTION INTO A QUESTION

The question you're answering or trying to confirm is:

2

Plan your prototype

PROTOTYPE

What is the minimum viable prototype you will make to answer your question? Sketch it below.



USERS

With whom will you test it?

EVIDENCE

How will you answer your question? What behaviors will you measure and observe? What feedback will you get?

CONTEXT

When & where will you run this test?

3

Run Your Experiment and Gather Evidence

EVIDENCE

What did you measure and observe?